LEO BURNETT U.S.A.
ADVERTISING
PRUDENTIAL PLAZA · CHICAGO, ILLINOIS 60601 · 312-565-5959

September 23, 1985

Mrs. Cheryl Lee
Philip Morris U.S.A.
120 Park Avenue
New York, New York 10017

Dear Cheryl:

This confirms approval of the Virginia Slims 120's national introduction scheduled for October and November.

Week	Papers	Space Unit	Option Days
10/7	All TA's, List ABC (Less TA's 3PØ, 5MØ, 5NØ, 6BØ, 6HØ, 7FØ)	Page 2/C	Tues./Wed. (1)
10/14	All TA's, List ABC (Less TA's 3PØ, 5MØ, 5NØ, 6BØ, 6HØ, 7FØ)	Page 2/C	Tues./Wed. (1)
10/21	52 Key TA's, Lists AB	Page 2/C	Tues./Wed.
10/28	52 Key TA's, Lists AB	Page 2/C	Mon./Tues.
11/4	52 Key TA's, Lists AB	Page 2/C	Tues./Wed. (2)
11/11	52 Key TA's, Lists AB	Page 2/C	Mon./Tues. (3)

(1) 6GØ to run Wed. only
(2) 2C2 to run Wed. only
(3) 2C2 to run Tues. only

Above insertions include USSPI markets.

Frequency dates for the Chicago Tribune and Chicago Sun Times are:

Week	Frequency Dates
10/7	10/8 and 10/10
10/14	10/15 and 10/17
10/21	10/22 and 10/24
10/28	10/28 and 10/30
11/4	11/5 and 11/7
11/11	11/11 and 11/13

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Source: https://www.industrydocuments.ucsf.edu/docs/qgjl0000

The Pittsburgh Post - Gazette Press, PA special Saturday pick up offer will be utilized for each week of the schedule.

Sincerely,

LEO BURNETT U.S.A.

Jody Berkey
Media Buyer/Planner

/lal

cc: Mr. James Thompson
Mr. Claude Beck
Ms. Mona Margolis

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Source: https://www.industrydocuments.ucsf.edu/docs/qgjl0000